

The front cover message was suggested to me by Mr. Bolstad, who came across it in his mail one day ... It's a copyrighted article and it took several weeks of correspondence before I could get the necessary clearance ... but I got it, and also a limited supply of original copies. If you're one of the lucky ones, you may find a copy for your desk or wall along with this issue.

The message is simple ... and boils down to the fact ... and it's an elementary fact ... that the harder one works the more gratifying the results ... and it doesn't only apply to salesmen. We in showbusiness should take heed too. Following is a list of some of our boys who subscribe to this fact, and because of that, our prize awards committee chaired by Mr. Bolstad has rewarded each in direct ratio to the effort expended and the results achieved with Congratulations fellows ... nice to welcome you as winners. Keep up your good work and keep loading us with evidence of your efforts. Now let's take a look at the results of the judging ...

#### THEY'RE IN THE DOUGH

- \$50.00 - Bill Burke of the Capitol in Brantford, for his ingenuity in selling ELMER ... BUNDLE OF JOY ... and everything which comes his way.
- 50.00 - On its way to the 'Ack' at the Orpheum in Vancouver for his terrific and profitable Bonus nights ... also his ELMER selling.
- 50.00 - Headed for Murray Lynch of the Paramount in Moncton for the greatest selling job we've ever seen on a featurette - CHASING THE SUN.
- 50.00 - Goes to Joe Lefave of the Capitol in Windsor, for good thinking, good planning and terrific selling of THE TEN COMMANDMENTS.
- 35.00 - In the mails to Don Menzies of the Palace in Calgary, for an outstanding job of selling WAR AND PEACE.
- 35.00 - Headed Don Edwards' way at the Tivoli in Hamilton for the fine job he did in really selling GIANT.
- 30.00 - On its way to Frank Sabatini for the excellence of several projects ... His profitable Ukrainian show ... Movie stamp planning ... Valentine deal.
- 25.00 - Well earned by Charlie Doctor for as neat a job of promotion on LOVE ME TENDER as we've seen.
- 25.00 - On its way to Martin Cave of the Capitol in Victoria for a terrific job of selling THE BABY AND THE BATTLESHIP.
- 25.00 - In recognition of Hilary Howes' merchants' co-op deal in Halifax, where he's skipper of our Capitol theatre.

## PRIZES (cont'd)

- \$20.00 - Headed for Al Hartshorn at the Regent in Oshawa for excellent planning and follow-thru on his second series of ELMER parties.
- 20.00 - To Lloyd Taylor who hangs his hat at the Palace in Guelph, for fine jobs on GIANT and BUNDLE OF JOY.
- 15.00 - Headed Gordon Carson's way at the Fort in Fort William ... for his Movies Stamp planning, and a novel and profitable Valentine Day deal.
- 15.00 - On its way to Jack Mahon at the Orpheum in Prince Albert ... this time for an excellent promotion job on REACH FOR THE SKY.
- 15.00 - In the mails to Freeman Skinner of the Paramount in Halifax ... for terrific ELMER selling.
- 15.00 - To Olga Frenette, head lady of the Orpheum in the Soo, for an outstanding job of publicizing her engagement of YOU CAN'T RUN AWAY FROM IT.
- 15.00 - Going to Otis Bowes of the Capitol in Moose Jaw for good planning and selling of GIANT.
- 15.00 - On its way to Johnny Pungente of the Strand in Brandon for his Satmat deal with a local merchant which nets him several thousands of extra bucks each year.
- 15.00 - To Charlie Dilley of the Paramount in Port Arthur, for an outstanding job of selling on WAR AND PEACE.
- 10.00 - Headed for Andy Ostrander of the Uptown in Winnipeg for the clever letter he designed to get that 'Lost Audience' back into his theatre.
- 10.00 - To Arthur Fitch of the Paramount in Kentville, for his good planning in building up his kids' and adults' Saturday matinee business.

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Well ... that's the list lads ... Over five hundred bucks is now on its way to the gentlemen listed above for their good thinking ... good planning ... and good all-out Showmanship ... Sorry if YOUR name doesn't appear ... but I can't put it there ... You've got to do something about it too. Let's see if we can't get you on our next prize list, huh?

To the winners ... congratulations, and every one of you well earned this recognition. To those who came close ... Well, better luck next time, and KEEP TRYIN'. There will be another judging just as soon as we have enough material in to warrant it.



## SCHOOL'S OUT ...

Well ... not yet, but in a few short weeks hundreds of thousands of small fry will suddenly find themselves with two whole months of freedom on their hands. Not all of them will be fortunate enough to have country estates to go to ... many won't get to the country at all, and that means that they'll have to shift for themselves as best they can ... in their homes ... on the streets ... and perhaps ... an occasional visit to their local Showplace.

Here is a great chance for you to do a real job ... and at the same time to render a valuable service to your community. Can you think of a more pleasant or safer place for the youngsters than right in your theatre? They'll come ... but you'll have to woo them a little too. You'll have to arrange programs that they want to see. You'll have to dig away down into that old bag of tricks and revive some of the stunts we all used to use in an earlier day to please the small fry and keep them comin'. You'll have to run contests, promote prizes, run special matinees ... You can do worse than to co-operate with local service clubs who have the welfare of their Junior citizens at heart. They'll play right along with you.

Get going on a special bottle-cap matinee with your local bottler ... It means a packed house. And ... dream up some stunts of your own. The kids need us ... and we need them, and we need the business too. So, let 'School's Out' be a challenge to you ... It's only about three weeks away.

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## THE DOORMAN'S MANUAL

If you read your BOXOFFICE you must have noticed in the April 20th issue an excellent article titled as per the above. I believe this is the third in their series, the first two having dealt with Ushers and Cashiers. They are interesting, well-planned and written articles, obviously prepared by experienced and expert showmen. You would be well advised to clip these articles and keep them handy ... for reference purposes, and for discussions at your staff meetings.

This particular article, dealing with doormen is of especial interest and importance. It covers his duties very thoroughly. Make sure your doorman reads it ... and understands it. And ... more important ... make sure that he 'follows through'.

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## AUTOMATIC DRINK VENDING MACHINES

The drink vending unit in your theatre can be a source of important income ... but only if it is operating properly ... and all the time. We have heard of instances where these units have gone haywire, and have been left inoperative for many days at a time. The minute that happens, your income naturally stops. True, it is the operator's responsibility to keep his unit in proper repair ... but it is yours too. Make sure that he lives up to his contract ... keeps your machine well stocked ... clean ... and in good operating condition all the time. Report any deficiencies to T.C.L. at once. As long as the unit is in YOUR theatre ... it's definitely YOUR business.

## ELMER SAFETY SHOWS

I keep hammering at these shows for only one reason ... They're vitally important to us ... not only from the Public Relations standpoint, but as proven business-getters.

It still continues to amaze me how well these shows do in some situations, and how poorly in others. Al Hartshorn in Oshawa and Bill Burke in Brantford have just completed their second series of ELMER shows. Both did terrific promotional jobs ... and both wound up with exceptional business ... away up on their results last year ... and, for a very good reason. They really worked at it.

By contrast, I visited a theatre a couple of weeks ago ... and if I hadn't known through correspondence that they were running an ELMER series, I never would have guessed it by just visiting the theatre. Sure ... there was one small poster around ... but so well hidden that it was practically an 'I dare you' deal. No copy around the front ... none inside ... and even though there were a couple of bicycles on display in the foyer, there wasn't a stick of copy to suggest what they were doing there. The results of the ELMER shows in this theatre are, to put it charitably ... NOT GOOD.

Fellows ... if a thing is worth doing at all, it is worth doing well. Don't run an ELMER show just because you feel that you've got to in order to avoid criticism. If you're going into it, study it ... plan it ... execute your plans. T.C.L. will give you all the help you need, but you're the guy who has to give the push. There's real gold in them thar ELMER shows ... but you've got to DIG for it.

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## INVESTIGATORS' REPORTS

I've just glanced over a stack of recent investigators' reports ... and was struck by three items which recur with aggravating regularity in nearly all of them. This in spite of the fact that the matters had been brought to the attention of the managers concerned many, many times. In some instances they were a repetition of criticisms made over a period of months, sometimes years ... and obviously simply ignored by the manager.

Don't let your cashier count her money in plain view of the passing public. As a matter of fact she shouldn't have an accumulation of bills if you clear the boxoffice as often as you should. Number two ... she shouldn't have a typewriter in the boxoffice, and certainly SHOULD NOT be working on the B.O. statement while the box office is still open. As a matter of fact, your cashier should not be permitted to make up the statement. That's your job. If you want her to type it, that's another matter ... and she should do it in your office after she balances up.

And those After Closing tickets again. Seems that many of you still don't understand the procedure ... and all I can do is refer you to Dick Geering's full page of instructions in the April 26th issue of BALLYHOO. Read it again, guys ... and if you still don't understand it ... drop Dick a line, and I'm sure he'll get you squared away toot sweet. All you have to do to get a perfect Investigator's report is FOLLOW INSTRUCTIONS ... that's all.



## THE GARMENT JUNGLE

While this is certainly not the biggest thing Columbia have ever made, it definitely is saleable, well done and packed with action. GARMENT JUNGLE is completely pro-Union ... and should be sold on that basis. In the big Imperial in Toronto where it is playing, and I might add, to excellent business, Russ McKibbin contacted every union local he could think of ... and all co-operated by circularizing their memberships to good B.O. results. A very interesting sidelight is the fact that after the pic had played a couple of days, Russ received a phone call from the secretary of an electrical workers union he had inadvertently overlooked, asking why they had been neglected ... He soon fixed that, and benefited through additional boxoffice sales.

Go after GARMENT JUNGLE when it hits your town ... You don't have to be in the centre of a needle-trades district to cash in ... notify all union locals ... provide them with display cards for their meeting halls ... plaster your town with window cards, and, an inexpensive herald to the homes can do a lot of good too. There's real dough in this one if you go after it properly.

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## ORDERING MATS

When you order mats or any other material from our Publicity Dept. please ALWAYS specify your playdates. This is very important ... as, if your date is still a couple of months away the boys may not yet have started work on the junior mat service, but will have it in time for your engagement ... without having to turn out special art work for you alone.

And ... it shouldn't be necessary to wait until the very last minute and then wire in, expecting the mats by return of mail. That isn't always possible, and you may get caught short. And ... fellows, orders received on Friday cannot possibly be filled until Monday ... so please, don't wire in on Friday, or Saturday in the hopes of getting your mats in time for Monday's paper. You're just tossing good money down the drain. Just a reminder ... that's all.

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## BOXOFFICE CITATIONS

It's good to know that the trade sheets are still watching us, and come through with credit when and where credit is due. Of course they can't possibly know what you're doing if you don't tell them, but here are a couple of guys who did, and received recognition.

In the last issue of BOXOFFICE they list their citations for April, and it's nice to see the names of Don Edwards of the Tivoli in Hamilton, and Freeman Skinner of Halifax listed. Don received his for the excellent selling job he did on GIANT ... and Freeman's recognition came as a result of the novel manner in which he tied in all Halifax schools on a trophy deal in connection with his ELMER shows.

The May citations will soon be announced ... Is YOUR name gonna be among them?

## NEWS OF OUR FAMOUS FAMILY

On the ailing list were Kenny Wells of T.C.L. whose pump backfired on him and he had to take it easy for a few weeks. Glad to report that Ken is back on the job again, feeling fine and rarin' to go. Sorry to report that Grace Gray, Norm Barker's gal Friday is still under the weather ... following surgery and several weeks in the hospital. Latest reports indicate that Grace is coming along nicely, and should be back with us before too long. Come on Gracie ... We miss you around here.

## NEW APPOINTMENTS

Mr. J.J. Fitzgibbons has announced the appointment of Andy Rouse to the position of President and General Manager of General Theatre Supply Company, effective June 1st, 1957. Andy, who has for some time been assistant to Jack Fitzgibbons over at T.C.L. comes well equipped for his new duties, and I am sure will receive the wholehearted co-operation of all of us in his new job. Our very sincere congratulations to Andy ... and, it couldn't happen to a nicer guy.

Jack's new assistant will be Norm Rea, who will move back to Toronto from Montreal where he has done a terrific job of handling the Quebec branch,

Ab Pelligrini, manager of Drive-In operations for T.C.L. in Western Canada has been appointed to succeed Norm Rea as manager of the Montreal branch.

Congratulations fellows ... from all of us in Famous Players. Good luck in your new jobs ... and you can count on all of us to help you in any way we can.

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## SORRY JACK ... MY ERROR

In our last issue of BALLYHOO ... the one devoted to TEN COMMANDMENTS, I mentioned the importance of the intermission ... which is a definite 'must' ... but inadvertently neglected to say anything about the importance of this intermission to our confection business.

Those of you who have played GIANT, or OKLAHOMA ... and those who have already played THE TEN COMMANDMENTS will know what I am talking about when I say that your confection counters will literally be mobbed during these intermissions. After sitting for a couple of hours or so, there will be a mad rush for drinks in particular, and this is where T.C.L. can really help you take care of the demand. Contact your local T.C.L. representative the minute you receive your TEN COMMANDMENTS booking, and he will arrange for extra drink units to be set up in your lobby and any other strategic spots around the theatre.

Your attendants won't be able to pour drinks fast enough, so it is important that you pre-pour as many as the counter will hold, just in advance of the intermission. Where it is practical to do so, even if YOU have to help out yourself, there should be two attendants at the machine ... one to sell the pre-poured drinks, the other to keep filling cups. This is an important part of our business fellows, let's make the most of it.



## A FEW REMINDERS

### EXECUTIVE COVERAGE

Fellows ... I can't possibly overemphasize the importance of this subject, and the reason I keep banging away at it is simply that I come across it so often in my trips around the province. I know that a manager can't possibly be on the floor of his theatre every single minute of every day ... it isn't expected of him. He is, however expected to be in evidence when the theatre is open for business and there are patrons in the house. If he must be absent for some good reason ... then some qualified member of the staff, preferably a senior member, should be around.

I visited one theatre during a matinee performance ... the manager was nowhere in sight. The only person around was a candy attendant, sprawled out in an easy chair at the head of an aisle, SMOKING A CIGARETTE. She was in charge of the house. Ridiculous, isn't it? Well ... it does happen, but I hope not in YOUR theatre.

YOU are the executive. People expect to see you around. It's your business to be around. Don't give the investigators a chance to inscribe "No executive was observed about the theatre" on their reports, huh?

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### THOSE FLASHLIGHTS AGAIN

I dropped in to see a show one evening ... in a theatre that is classified as being a top house, under top management. My enjoyment of the program was ruined by the constant playing of flashlights across my face ... and I imagine the rest of the people in the house were just as annoyed. In searching for seats, and showing patrons to their seats, the usherette simply swung her flashlight around with no regard for the people already seated. She probably didn't know any better ... or hadn't been trained properly.

Oh yes ... the executive was on hand ... I saw him walk up and down the aisle a couple of times ... but he obviously didn't notice. Fellows ... the customers do notice, and they don't like it. Take a good look around, TODAY, huh? Better still ... have the girls in a little ahead of time some afternoon and show them the proper procedure, then make sure that they follow it. Just a simple thing ... but it could discourage people from attending.

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### BONDING EMPLOYEES

You know of course that every employee who has anything to do with cash or tickets is required to be bonded by our Insurance Department. While some positions are automatically covered, it is still incumbent on the manager to provide Roly Darby's department with an application form properly filled out ... BEFORE the employee commences working for you, if at all possible. There have been instances of applications being turned down by the bonding company ... AFTER the damage had been done. For your protection file bond applications promptly.

## WITH OUR DRUMBEATERS

Well fellows ... the response is a little better ... but we're a long way from batting a perfect score. Quite a bit of stuff came in during the past couple of days ... too late to make this issue, but it will be reported in full in the next one ... in a couple of weeks' time if there's enough material in by then.

Keep in touch, will you? Let us know what you're planning to keep the small fry interested during their school holidays ... and what you're doing week by week to keep the customers comin'. As a matter of interest to your friends across the circuit ... tell us what your own vacation plans are ... and about the big ones that didn't get away. Let's hear from you soon ... and often.

Now let's see what's been going on since our last issue.

### PARAMOUNT - MONCTON

I have before me as comprehensive a selling job on a short subject as I have ever seen ... from Murray Lynch who concentrated on every conceivable angle to sell CHASING THE SUN.

Murray contacted the Miami Beach Chamber of Commerce, and it's surprising at the terrific co-operation he received. Everything he asked for ... Tourist Bureau material, hotel menus, postcards, etc. He even had the mayor of Miami Beach send the mayor of Moncton a crate of oranges ... which came in for some dandy publicity in the papers and on the air. Good three column pic in the paper, with good pic and theatre credits. Not satisfied with promoting the orange deal ... Murray even arranged to present his mayor with the keys to Miami Beach ... more pics and stories.

A friend of Murray's who writes a popular column in the Moncton Transcript devoted his entire column to CHASING THE SUN ... a well-written, snappy piece that must have sold tickets.

Thousands of serviettes and supermarket shopping bags were rubber-stamped with the title of the picture, theatre and playdates.

An excellent display of summer luggage in the front window of the largest department store in Moncton ... with attractive display selling picture. Several thousands of inexpensive heralds were distributed throughout the city by the newsboys.

Murray arranged with the Public Relations manager of the fabulous Fontainebleau Hotel in Miami Beach to send him several hundreds of Kodachrome postcards ... he addressed them, wrote his message on the back and returned them to Miami for mailing. The recipients got quite a kick out of it.

The Weekend Magazine of the Transcript ran a headline across the front page ... "Florida is Brought to Moncton" ... and backed it up with an excellent story dealing with CHASING THE SUN. In the same issue, on another page, another of the popular local columnists devoted his entire column to boosting the pic.

A full-page of co-op ads, with each individual ad containing some reference to the title also helped sell plenty of tickets.



## PARAMOUNT - MONCTON (cont'd)

The same merchants who participated in the co-op page provided Murray with a lobby full of excellent displays, which not only helped dress his lobby, but brought forceful attention to the coming attraction.

The local news company bannered its trucks ... the travel agency put in an attractive full window display ... even the bank went for a display in its lobby, tying in a possible trip to Florida with the state of the depositor's savings account.

In all of his newspaper ads Murray devoted a good portion of the space to CHASING THE SUN. The guy really sold it.

And when he was through ... he sent letters of thanks to everybody who had co-operated to help him sell this attraction ... This is as fine a selling job as I've seen in a long time ... Nice going Murray ... and keep that stuff comin'.

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## CAPITOL - FORT WILLIAM

Jimmy Cameron sends along a tear sheet of a stunt which proved not only novel but most effective. When the Capitol was playing BUNDLE OF JOY, Jimmy contacted a local drug store, and fasttalked the owner into buying 300 lines of space in the local daily ... An excellent press book ad dominated the space, and the copy read like so ... "To all 'Ladies in Waiting' for their own BUNDLE OF JOY ... Stop in at the sotre and pick up your Free Guest Ticket for Thursday night at the Capitol."

A cute stunt, and Jimmy reports that it was really surprising how many expectant mothers took advantage of the offer. And... but of course ... the drug store purchased the tickets from our James.

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## GRAND - KINGSTON

For his ANNIE GET YOUR GUN replay, Trueman arranged for displays in the local Woolworth, Metropolitan and Kresge stores, also Harmony Record Bar. On the opening day one of C K L C's deejays did an 'On the Spot' interview in front of the theatre, and also conducted a free photo give-away.

For SECRETS OF LIFE, Public and Seperate School boards were contacted, and passed the message along to their students ... The Dean of Science at Queen's University made an announcement to all of his science classes. Good displays in several down town stores.

When he played UNTAMED MISTRESS, Trueman followed a different tack ... He dressed one of his lads in an old, moth-eaten gorilla costume and sent him out to parade the streets ... suitably bannered of course.

## RONSON SHAVER DEAL

I was able, through a good friend of mine who happens to do some Public Relations work for the Ronson people, to promote a quantity of their new Ronson '66 shavers ... which I allocated to a number of theatres in my group. Not a bad deal at that ... something like \$7,000.00 worth of shavers ... to be given away free in the theatres in any way the managers saw fit, providing it was legal. I tossed it wide open, and while not all the reports are in ... here is the way three of our boys handled it.

### CAPITOL - BRANTFORD

Bill Burke went after one of the more successful credit jewellers in his town ... Weston Credit Jewellers ... and they really went for the deal. The store went for a half page ad in the Expositor, of which all of 90% was devoted to the shaver deal, and a very healthy portion to plugging six of Bill's coming attractions ... The store as well as the theatre made entry blanks available to their customers. Good 40 x 60 displays were provided by Ronson's, as well as window cards etc. We made them up, so you may be sure the copy was right. Ronson paid for them.

Bill gave away one shaver a day for four weeks from the stage of his theatre. During the month several pictures of the winners, with details of the contest appeared in the Expositor. Bill reports that it was one of the most successful promotions he had ever hooked on to.

### RLGENT - OSHAWA

Al Hartshorn did practically what Bill was able to do ... contacted Horwich Credit Jewellers who devoted their entire front window in the new shopping plaza in Oshawa to a display of shavers, plus the 40 x 60's previously mentioned, plus additional art and copy provided by Al. This display was in for a full week before the contest actually began.

Then Horwich's took a half page ad in the Times-Gazette, and you may be sure that Al saw to it that the ad was loaded not only with shaver copy and details of the give-away ... but included a few plugs for his attractions as well.

Al collected ballots for a full month, then selected the winners and presented them with the shavers. Everybody was happy.

### CAPITOL - NORTH BAY

Bob was unable to get a jeweller to go along with him ... so, he went after the Red and White stores and came up with quite a deal. In each of three separate full page ads they devoted a fair amount of space to the Ronson deal ... Seven stores in the North Bay area put in excellent displays, and each of the stores distributed some 1,000 special dodgers during the four week contest period.

Of course Bob also used the display material which we had made up and which was all paid for by Ronsons. Ronson's are happy with the results ... we're happy, and you can bet that the winners of this shaver, which sells for \$28.50 weren't mad about it either. If I can talk Ronson into it ... we may go into it again with another group of theatres before long.



## CAPITOL - HALIFAX

Hilary Howes sends along details of a promotion in conjunction with his showing of OKLAHOMA which is a dandy. It's a little different to the regular type of promotion ... and is one that can successfully be adopted in any situation ... and on any attraction. Hilary figures that if he could get people down town, he'd get them into his theatre, and here's how he went about it.

He tied in with the Downtown Merchants' Association, which is a section of the Board of Trade and talked them into the biggest campaign ever put on by this group. A total of 27 stores co-operated.

The merchants were given the privilege of putting on displays in the theatre, and ten took advantage of this, setting up really attractive displays which created a lot of interest. All material was paid for by the association. The theatre ran a short trailer stressing 'Shop Down Town For Values and Entertainment' ... also plugged the Free Parking.

For a very nominal cost ... about what it would have taken to buy a hundred lines of space, the theatre was given prominence on the front page of a special newspaper section ... a two colour job.

The merchants donated a wagon load of gifts to lucky shoppers who visited their stores. No purchase was necessary ... all one had to do was be down town and visit one of the stores. 30,000 ballots were printed, and had to be deposited in a box in any one of the stores ... The front of the box had a still from OKLAHOMA on it, and theatre credits. The wagon load of gifts was displayed in the lobby of the theatre, and all newspaper and radio advertising drew attention to this. The drawing was held on the stage of the theatre.

Many of the merchants devoted their front windows to details of the contest and the attraction at the theatre. The association purchased four radio spots daily on C H N S, advertising the event and the Capitol's attraction.

A local Coffee Shoppe provided free coffee and cookies which were served to the theatre patrons every afternoon during the engagement ... and also backed this up with radio announcements plugging the feature and the coffee deal. Went over very well.

At the conclusion of the 'Shop Down Town' campaign, the merchants complimented Hilary on the splendid idea ... and told him that they were very pleased with the results. He was too, believe me, and with good reason ... judging by the successful run enjoyed by OKLAHOMA in his theatre. He is already planning a bigger and better merchant co-op deal ... and the Association is with him all the way.

Just goes to prove again that all it takes is a bit of planning and plenty of elbow grease. The merchants in YOUR town are just as anxious as you are to get people down town, and will do anything within reason to play along with you. Suppose you try something of the sort ... real soon, and let me know how you make out ... huh?

## CAPITOL - ST. JOHN

Jim Mitchell had troubles ... got a wire that he was to open with the Academy award double bill KING AND I and ANASTASIA in three days' time. The first named pic had already had three runs in the city, and the second had just finished its Paramount run ... and Jim was worried. To top it all off he had no advertising accessories on hand, and no hope of getting them in time. What to do? Well, the guy did some thinking and did it.

He immediately contacted the two radio stations and the local daily to get their support on the strength of the Academy Award angle. The radio stations came through ... the newspaper balked a little and gave a little.

C H S J really went to town and blasted away at this twin bill, devoting complete programs to the musical scores of each pic, and naturally plugging the A.A. angle. They did such a good job that everybody in town was telling Jim what his bill was before he could get a line of copy into the newspaper. The radio station even ran a quiz contest revolving about the two pix. Jim felt a little embarrassed at all the free coverage he was getting and thought he ought to show his appreciation by paying for a couple of spots ... the guys on the station laughed at him, and told him that he'd only be tossing away good dough, as they had covered the bill so well that it would be silly to spend any money. Quite a switch, huh?

C F B C included names of the award winners, together with plugs for the double bill on all of their hourly newscasts on opening day. One of their popular gal announcers devoted her full fifteen minute program to the bill.

You know what happened? The double bill did record business, AND ... was held over to continued good business. Jim reports that he had the best grosses in over three months. Just goes to show ...

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## PALACE - CALGARY

Don Menzies was playing the N.F.B. short TROOPING THE COLOURS ... and pulled a stunt which literally stopped traffic along the main drag. This subject, it happens, was photographed in Calgary back in the summer of 1955, at the local Currie Barracks. With that local angle Don didn't have too much trouble in selling the C.O. of the P.P.C.L.I. Regiment to stage a full dress parade, drum corps and all, from the barracks along the main street and on to his theatre. The parade was assembled and marched during the noon hour rush on opening day, led by a suitably bannered truck. Over 350 men participated and it made quite a display. After the show they marched back, in formation ... so Don got double value out of the deal.

Just another example of the importance of scrutinizing every subject you have booked, on the chance of uncovering a local angle to help do a selling job. Nice going Don ... and keep in touch, eh?



## CAPITOL - SARNIA

Charlie Perrie set up a BUNDLE OF JOY contest in cooperation with several down town merchants. All participants donated good gifts to be awarded to the youngster born in Sarnia closest to the pic's opening. A three quarter page of co-ops appeared in the Sarnia daily, tying in the contest with plenty of good credits for the pic and theatre. Imperial Cleaners also ran a separate ad with a large BUNDLE OF JOY heading. The Observer came through with a good scene.

C H O K flooded the airwaves with Fisher and Reynolds recordings in advance of and during the engagement ... all accompanied by good theatre and picture mention. The local Musicland played the music over their outside P.A. system several times daily, and their half hour radio program was devoted entirely to plugging the music and the pic.

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## BELLE - BELLEVILLE

George tied in with the Stephen License Company, distributors of the Robin Hood bicycles in the Belleville area, to help him sell SMILEY. The Stephen Company donated a fully equipped bicycle to be used as first prize in a contest they sponsored ... and also bought a fair hunk of space in the local daily to publicize the event ... with good SMILEY credit. The daily also came through with a good scene. Everybody was happy ... and the kids really rolled in for the SMILEY engagement.

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## PARAMOUNT - HALIFAX

When Freeman noticed SPIRIT OF ST. LOUIS on his booking sheet he went to work in the normal manner and wound up with some good window displays ... a book tie-up which netted him several bannered trucks and book store windows ... a good deal with the local unit of the R.C.A.F. which resulted in good displays in their recreation centers ... etc. etc.

Freeman wasn't quite satisfied with this, and started scouting around for some unusual angle. By chance he discovered that a local resident had been used for a motorcycle sequence in the film ... just a flash, but it did give him an idea. He lined the chap up, and the local daily went for a good 300 line spread, pic and story. Nothing sensational perhaps ... but it all adds up, doesn't it? Keep it up Freeman.

.x.x.x.x.x.x.x.x.

## CAPITOL - ST. KITTS

For WINGS OF THE EAGLES, Vern had his regular weekly newspaper tie-up ad with the local New Method Cleaners ... A good window in the Hobby Shop, and excellent coverage over two C K T B programs ... In addition he arranged for a parade of local Air Cadets to his theatre on opening night.

CAPITOL - FORT WILLIAM

I have a copy of a letter sent to Johnny Ferguson by Jim Cameron in connection with his second annual Teeners' Advisory Council fashion show, which he ran in conjunction with his showing of FUNNY FACE. Jimmy mentions a stack of material he had sent on, but I haven't seen any signs of it... so will try to report what I can glean from the letter.

Jimmy has no stage ... and the necessary ramp would have cost in the neighbourhood of three hundred bucks ... but ... and I don't know how he did it ... he wound up with one at a total outlay of only \$30.00. He also promoted the loan of a Hammond Organ ... the thing costs \$3,500.00 ... from the Heintzman Company.

Radio station C F P A kicked in a total of ten good spots absolutely free. Charles of the Ritz donated fairly costly cosmetic kits to be used as prizes at each show. Flowers were supplied for free by a local florist.

Jimmy continues ... "and so on, and so on" ... and what the So on is I can't imagine. However, what is important is the fact that he sold nearly \$1,000.00 worth of tickets ... and that's what counts, isn't it?

Sorry James ... but that's all I can do with the info I have on hand. Wish I could have seen your material so I could give you a proper story.

.x.x.x.x.x.x.x.

Well fellows ... this winds up another issue, and I hope to get started on the next one in a couple of days. I have some pretty fair material on hand now, and am hoping that the next few days will bring more. I'll repeat again ... it's entirely up to you as to how often BALLYHOO is published.

You've read our list of prize winners, and if you've been following the consistent efforts of the boys as reported in these pages, I know that you will agree with the prize committee in their choice. I'm only sorry that not everyone who submits an entry isn't automatically a prize winner ... but you know as well as I do ... in every contest there are winners and there are those who come close ... and also, there are losers. For my money ... EVERY ONE OF YOU who submits entries week after week, IS A WINNER, even though you don't always wind up in the dough. Keep feeding me guys ... and keep selling ... and YOU'LL GET THERE.

So long until next time ... Keep Punchin' ... Keep Bally-hoo'in' ... and keep sending along your material, supported by evidence of your activities. Be seein' you in the prize list.

Dan Krendel